

# OPPORTUNITY TESTIMONIAL GUIDELINES

For Nu Skin Brand Affiliates (Europe & Africa)

*Nu Skin has created these guidelines to ensure that opportunity claims made by Brand Affiliates are truthful and not misleading. The principles within this document are designed to promote compliance with applicable laws and regulations regarding such claims.*

NU SKIN®

# KEY PRINCIPLES ARE THE SAME – NO MATTER THE PLATFORM

BECAUSE OTHERS MAY THINK MESSAGES ARE...	ALWAYS TAKE CARE TO...
“Too good to be true”	<b>KEEP IT REAL</b> Be straightforward and don't overstate
“Too little information”	<b>BACK IT UP</b> Provide specifics that alleviate concerns
“Too much too soon”	<b>MAKE IT RELEVANT</b> Meet your audience where they are today

## OPPORTUNITY CLAIMS

These guidelines provide you with information about how to properly promote the Nu Skin Business Opportunity. An Opportunity Claim is any statement, presentation, video, or social media post that depicts:

- 1) Earnings that can be made through the Nu Skin business,
- 2) Purchases or a lifestyle made possible by Nu Skin earnings, or
- 3) Awards received through Nu Skin incentive programs (including success trips).

Opportunity Claims should be:

- True
- Never Misleading
- Compliant with these guidelines, the [Policies and Procedures](#), and all other guidelines published by Nu Skin

# GENERAL REQUIREMENTS

All opportunity claims must comply with the following guidelines:

- 1) Claims must be truthful, accurate and never deceptive or misleading.
- 2) Lavish lifestyle claims and imagery (exotic vehicles, high-end vacations, yachts, airplanes, etc.) are strictly prohibited.
- 3) Do not claim (or imply) that a Nu Skin business is **easy** or does not require substantial time, skills, or hard work.
- 4) Do not claim (or imply) that **everyone will succeed** if they simply put in the hours or follow a system.
- 5) Do not claim (or imply) that operating a Nu Skin business will: allow participants to **quit jobs, replace fulltime income, or provide financial freedom**.
- 6) Keep messaging **balanced and realistic**, do not focus only on examples of successful Brand Affiliates.
- 7) Do not make claims beyond your own experience, compensation, and title.

- 8) Income, earnings, awards, bonus, and/or compensation claims made on social media **cannot exceed EUR €250 or the local currency equivalent**.

- 9) All social media posts should **clearly disclose** your relationship with Nu Skin and that the posts are advertisements. Don't **hide your relationship** with Nu Skin or the advertisement disclosure behind a "more" button or in a string of hashtags.

Please note that some social media platforms may restrict content related to opportunity claims and that Brand Affiliates are solely responsible for complying with specific platform requirements. Please see [page 15](#) of the [Social Sharing Guidelines](#) for examples.

When making income claims outside of social media (including events, team meetings, and one-to-one conversations), please follow the guidance on [page 13](#) of this document.

# APPROVED EXAMPLE POSTS

## Specific Earnings



Pay for those soccer fees! I want my kids to try everything. Make extra €50-€250 to pay those soccer fees by sharing amazing products. No start-up fees or required product purchases.

#nuskinaffiliate #advertisement #opportunity  
#yourbusinessyourway #timeflexibility #empowerme

- ADVERTISEMENT - Make €20 - €250 a month help you with those extra coffee breaks? Build a beauty business with your friends! No start-up fees or required purchases!

#nuskinaffiliate #opportunity #empowerme  
#yourbusinessyourway



## Holiday Earnings



Earn a little extra Christmas cash! Contact me about an amazing opportunity sharing premium wellness and beauty products.

#nuskinaffiliate #advertisement

# APPROVED EXAMPLE POSTS

## General Earnings



Hey—shout out to my girl Jessica! She is killing it with her beauty business. Check out her promotion for Lash + Brow Serum —stuff WORKS!

With this amazing new sales incentive, there has never been a better time to start this side gig. DM me for details!

#nuskinaffiliate #advertisement



7 months ago, I made the smartest decision I've ever made! And this whole biz is free to join...and no required purchases!

Contact me about an amazing opportunity sharing premium wellness and beauty products.

#advertisement #nuskinaffiliate



# APPROVED EXAMPLE POSTS

## Supplemental income



Need a little extra income to help make that monthly car payment? Contact me to learn more about our amazing company and best-in-class products!

nuskin\_affiliate  
#advertisement #beautyandwellness  
#opportunity #yourbusinessyourway



I've been able to earn a little extra cash each month to help with my kid's activities! Want to learn more? Contact me about an amazing sales opportunity!

nuskin\_affiliate  
#advertisement #supplementalincome #yourbusinessyourway #opportunity

## DESCRIBING THE OPPORTUNITY

The following terms, and terms with similar meaning, **may only** be used in compliance with these guidelines and in a context that is not misleading:

- ✓ flexible schedule
- ✓ time flexibility
- ✓ leveraged income
- ✓ supplemental income
- ✓ work independently

The following terms, and terms with similar meaning, do not accurately reflect the income opportunity for most Brand Affiliates and **may not** be used:

- ✗ passive income
- ✗ residual income
- ✗ replacement income
- ✗ financial freedom
- ✗ time freedom
- ✗ recurring income
- ✗ unlimited income potential
- ✗ financial flexibility
- ✗ full-time income
- ✗ life changing income

Nu Skin wants Brand Affiliates to emphasize all aspects of the business, not just the ability to make a little extra income. Keep it real by making sure people know they can have the opportunity to own their own business, build leadership skills and abilities, share best-in-class products, be part of a Force for Good culture, and build relationships with others interested in health and wellness... and don't forget the experiences, including the opportunity to earn and qualify for Success Trips!



# OPPORTUNITY CLAIMS DON'Ts

**DO NOT** make claims about the total sales revenue and/or gross sales for your account or those in your organization.

**DO NOT** make claims about the amount of time required to reach specific titles or compensation levels.

**DO NOT** display earnings checks from Nu Skin, including screenshots of bonuses or statements.

**DO NOT** make claims about retail profits.

**NEVER** encourage people to quit jobs or school, take out loans, or incur debt.

**DO NOT** reshare, retweet, or “like” posts that are inconsistent with these guidelines.

**DO NOT** offer or imply any guarantee of success or income, including guarantees related to following a system.

## IMPROPER CLAIMS



I've easily been able to earn €450 in passive income each month working only from my phone. Reach out to learn more! #nuskin #freedom

# LIFESTYLE POSTS



## APPROVED

Posts about accomplishments or life milestones that are not related to the Nu Skin business.

*“Spending time with the family for the next 2 weeks on our quarterly getaway! ✈️ This time we decided on a secluded beachfront property 🌴 #livingthelife #islandlife”*

## UNAPPROVED

Posts related to the Nu Skin opportunity should be limited to supplemental income.

*“Here’s the villa we’ll be staying at for the next week during our Caribbean getaway! I’m so grateful the company I’m partnered with provides the means for me to travel to all sorts of GORGEOUS destinations around the world 🙏🙏 #blessed #opportunity”*



# UNAPPROVED EXAMPLE POSTS



I'm so excited to say that I have been able to earn €1000 a month selling Nu Skin's amazing products! If you want to learn how you can earn recurring income like this, message me!

#nuskin #opportunity #mybusinessmyway  
#recurringincome #guaranteedmoney



Guess what guys!? Through my Nu Skin business, I've been able to make enough money every month to cover my car payment! If you want to learn how to pay YOUR monthly car payment message me!

#nuskin #opportunity #guaranteedincome  
#empowerme #bossbabe #financialfreedom





# UNAPPROVED EXAMPLE POSTS



I can help two more mamas work from home with me this month! Here's what I'm currently working on – Pick a number! Which one would you want most?! Personally, I am working on number 10!

1. Earn an extra €1000
2. Go on a cruise this year
3. Pay off credit card debt
4. Be a stay-at-home parent
5. Save for your children's college
6. Take your family to Disney
7. Give back to the community
8. Fire your boss
9. Upgrade your phone
10. Pay off your mortgage

#nuskin #workfromhome #mamapower #bossbabe



Do your dreams include a trip to some of the most beautiful 5-star resorts in the world for you plus one?

I'm looking for 2 more people to come with us! 3 months left to qualify!

Earn from day one!! Unlimited earning potential!!

Sign up, post, make money, instant profit, TOTALLY FREE!

Comment or PM me for details!  
 #nuskin #freetrip #unlimitedpotential  
 #totallyfree #financialfreedom



## INCOME CLAIMS OUTSIDE OF SOCIAL MEDIA

- There are many scenarios in which the income opportunity may be discussed – including Brand Affiliate events, team meetings, and one-to-one conversations.
- It's critical that Brand Affiliates provide balanced messaging to accurately reflect the income opportunity and focus on realistic outcomes.
- Because the level of understanding and earning potential will vary significantly depending on the audience, please carefully follow the below guidance – in addition to all other guidance within this document and the Nu Skin Policies and Procedures.

If Your Audience Consists of...	DO	DON'T
Prospects – Lapis/SBR	<ul style="list-style-type: none"> <li>✓ Focus on modest supplemental income reflective of the "Share" and early "Build" section of the Sales Performance Plan.</li> <li>✓ Talk about income potential reflective of the "Build" section of the Sales Performance Plan.</li> <li>✓ Accurately and honestly explain the earnings potential associated with building and leading a team as set forth in the "Lead" section of the Sales Performance Plan. Earnings claims may be personalized by sharing details of leaders' Nu Skin journey and actual income level.</li> <li>✓ Use the approved income disclaimer* whenever making income claims</li> </ul>	<ul style="list-style-type: none"> <li>× Don't spend a significant amount of time talking about higher compensation levels or imply that participants are likely to achieve a similar level of income.</li> <li>× Don't use claims or imagery of mansions, private jets, exotic cars, or other luxury items.</li> <li>× Don't share content with those outside the intended audience.</li> </ul>
EBP/Ruby and above	<ul style="list-style-type: none"> <li>✓ Focus on income potential reflective of the "Lead" section of the Sales Performance Plan.</li> <li>✓ Successful leaders may share details of their actual income and lifestyles.</li> <li>✓ Use the approved income disclaimer* whenever making income claims</li> </ul>	<ul style="list-style-type: none"> <li>× Don't share content with those outside the intended audience.</li> </ul>

\*Generating compensation as a Brand Affiliate requires considerable time, effort, and commitment. This is not a get rich quick program and there are no guarantees of financial success. See full compensation summary at [www.nuskin.com](http://www.nuskin.com).

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